

**IN THE CLAIMS:**

1-26. (Canceled)

27. (Currently Amended) A gaming apparatus comprising:  
a housing;  
a value-input device for receiving a medium of value;  
an input device for receiving a wager;  
a reel rotatable about an axis, said reel comprising;  
a motor capable of rotating said reel and operatively coupled to a controller;  
a support mechanism having an outer circumferential region;  
a flexible display mounted on said outer circumferential region of said support mechanism and comprising a panel having a plurality of addressable pixels portions, each portion configured to display indicia, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is operable to ~~display an indicium comprising a pattern of the plurality of addressable pixels and wherein said flexible display is operable to~~ rotate about the axis;  
a display driver for controlling display of the indicia by the plurality of addressable pixels portions, ~~of said flexible display driver~~ coupled to the support mechanism ~~and operatively coupled to the controller wherein the display driver receives and receiving~~ instructions from the controller related to displaying the indicium indicia; and  
the controller operatively coupled to said value-input device, said input device, ~~said motor~~, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor;  
said controller operable to i) determine an initial indicia to display on one or more of the portions of the flexible display; ii) instruct the display driver to display the initial indicia to the flexible display; iii) detect a deposit of a medium of value; ~~[[ii]] iv) detect a wager; v) determine game play indicia, said game play indicia different from said initial indicia; [[iii]] vi) instruct the display driver to display the game play indicia on one or more portions of the flexible display; cause said indicium to be displayed on said flexible display; vii) cause said motor to spin said reel; viii) cause said motor to stop said reel; viix) dynamically change the indicia displayed on the flexible display from game play indicia to game outcome indicia; and~~

~~x) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, vii) dynamically change the indicium displayed on the flexible display, viii) determine an initial indicia to display on the flexible display, ix) instruct the display driver to display the initial indicia to the flexible display, x) detect the medium of value is received via the input device, xi) after detecting the medium of value is received, determine game play indicia, said game play indicia different from said initial indicia and xii) instruct the display driver to display the game play indicia to the flexible display.~~

28. (Previously Presented) The gaming apparatus of claim 27 wherein said controller is further programmed to display gaming instructions on the flexible display.

29. (Original) The gaming apparatus of claim 27 wherein said flexible display comprises a flexible liquid crystal display.

30. (Previously Presented) The gaming apparatus of claim 27 wherein said controller is further programmed to display a simulation of game play on the flexible display.

31. (Original) The gaming apparatus of claim 27 wherein said flexible display comprises a flexible light emitting diode display.

32. (Currently Amended) The gaming apparatus of claim 27 wherein said controller is further programmed to receive ~~from a remote device~~ programming instructions ~~or~~ ~~information~~ for changing the game play indicia ~~available~~ on the gaming apparatus.

33. (Currently Amended) A gaming apparatus comprising:  
a housing;  
a value-input device for receiving a medium of value;  
an input device for receiving a wager;  
a reel rotatable about an axis, the reel comprising;  
    a support mechanism having an outer circumferential region;  
    a flexible display mounted on said outer circumferential region of said support mechanism and comprising a panel having a plurality of ~~addressable pixels~~ portions, each portion configured to display indicia, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved

configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is operable to ~~display an indicium comprising a pattern using the plurality of addressable pixels and wherein said flexible display is operable to~~ rotate about the axis;

a display driver for controlling display of the indicia by the plurality of addressable pixels portions, of said flexible display driver operatively coupled to the a controller wherein the display driver receives instructions from the controller related to displaying the indicium indicia and

the controller operatively coupled to said value-input device~~[],]~~ and said input device, ~~and said display driver~~, said controller comprising a processor and a memory operatively coupled to said processor, said controller operable to i) determine an initial indicia to display on one or more of the portions of the flexible display, cause said indicium to be displayed on said flexible display, ii) instruct the display driver to display the initial indicia to the flexible display, determine a value associated with an outcome of a wager-based game played on the gaming apparatus, iii) detect the medium of value is received via the input device, dynamically change the indicium displayed on the flexible display, iv) determine an initial indicia to display on the flexible display, v) instruct the display driver to display the initial indicia to the flexible display, vi) detect the medium of value is received via the input device, vii) after detecting the medium of value is received, determine game play indicia, said game play indicia different from said initial indicia, and viii) instruct the display driver to display the game play indicia to the flexible display, vi) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, and vii) dynamically change the indicia displayed on the flexible display from game play indicia to game outcome indicia.

34. (Previously Presented) The gaming apparatus of claim 33 wherein said controller is further programmed to dynamically change ~~said indicium~~ indicia displayed on said flexible display.

35. (Previously Presented) The gaming apparatus of claim 33 wherein said flexible display comprises a flexible liquid crystal display.

36. (Previously Presented) The gaming apparatus of claim 33 wherein said flexible display comprises a flexible light emitting diode display.

37. (Currently Amended) A gaming apparatus comprising:

    a reel rotatable about an axis and having an outer circumferential region;

    a flexible display mounted on said outer circumferential region of said reel and comprising a panel having a plurality of addressable pixels portions, each portion configured to display indicia, said flexible display having a flexibility that allows said flexible display to be elastically bent between a substantially straight configuration and a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said reel at two points that define endpoints of an arc of said circumferential region having a central angle of at least ninety degrees, and wherein said flexible display is adapted to display an indicium comprising a pattern using the plurality of addressable pixels and wherein said flexible display is operable to rotate about the axis; and

    a controller operatively coupled to said flexible display, said controller comprising a processor and a memory operatively coupled to said processor; said controller operable to

    i) cause indicium to be displayed on said flexible display, ii) receive from a remote device programming instructions or information to dynamically change the indicia, iii) determine a value associated with an outcome of a wager based game played on the gaming apparatus; iv) determine an initial indicia to display on one or more of the portions of the flexible display, v) instruct cause the flexible display driver to display the initial indicia to the flexible display according to the programming instructions, vi) detect the medium of value is received via the input device, vii) after detecting the medium of value is received, determine game play indicia, said game play indicia different from said initial indicia, viii) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, and ix) instruct the flexible display driver to dynamically change the initial indicia to display the game play indicia to the flexible display;

    a communication interface for communicating with the remote device.

38. (Currently Amended) The gaming apparatus of claim 37 wherein said controller is further programmed to dynamically change said indicium indicia displayed on said flexible display.

39. (Previously Presented) The gaming apparatus of claim 37 wherein said flexible display comprises a flexible liquid crystal display.

40. (Previously Presented) The gaming apparatus of claim 37 wherein said flexible display comprises a flexible light emitting diode display.

41. (Currently Amended) The gaming apparatus of claim 27, wherein ~~a portion of~~ the game play indicia are themed.

42. (Currently Amended) The gaming apparatus of claim 33, wherein ~~a portion of~~ the game play indicia are themed.

43. (Currently Amended) The gaming apparatus of claim 37, wherein ~~a portion of~~ the game play indicia are themed.

44. (Currently Amended) The gaming apparatus of claim 33 wherein said controller is further programmed to receive ~~from a remote device~~ programming instructions ~~or~~ ~~information~~ for changing the game play indicia ~~available~~ on the gaming apparatus.

45. (Previously Presented) The gaming apparatus of claim 33 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the flexible display.

46. (Previously Presented) The gaming apparatus of claim 37 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the flexible display.

47. (Previously Presented) The gaming apparatus of claim 33, further comprising a motor for rotating the reel.

48. (Previously Presented) The gaming apparatus of claim 47, wherein the controller is further programmed to control a spin of the reel using the motor.

49. (Previously Presented) The gaming apparatus of claim 37, further comprising a motor for rotating the reel.

50. (Previously Presented) The gaming apparatus of claim 49, wherein the controller is further programmed to control a spin of the reel using the motor.

51. (Currently Amended) The gaming apparatus of claim 37, further comprising a display driver adapted for causing displaying of the indicium indicia on the flexible display operatively coupled responsive to instructions from the controller.

52. (Previously Presented) The gaming apparatus of claim 51, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

53. (Previously Presented) The gaming apparatus of claim 33, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

54. (Currently Amended) The gaming apparatus of claim 27, wherein the indicium is indicia are selected based upon an amount of value received at the gaming apparatus.

55. (Currently Amended) The gaming apparatus of claim 33, wherein the indicium is indicia are selected based upon an amount of value received at the gaming apparatus.

56. (Currently Amended) The gaming apparatus of claim 37, wherein the indicium is indicia are selected based upon an amount of value received at the gaming apparatus.

57. (Currently Amended) The gaming apparatus of claim 27, wherein the indicium is indicia are selected based upon a theme.

58. (Currently Amended) The gaming apparatus of claim 57, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus machine, a gaming area, and a game show a location or an event.

59. (Currently Amended) The gaming apparatus of claim 33, wherein the indicium is indicia are selected based upon a theme.

60. (Currently Amended) The gaming apparatus of claim 59, wherein the theme is related to one or more of a particular casino, a ~~game played on the gaming apparatus machine, a gaming area, and a game show a location or an event.~~

61-62. (Canceled).

63. (Previously Presented) The gaming apparatus of claim 27, further comprising one or more additional reels.

64. (Previously Presented) The gaming apparatus of claim 33, further comprising one or more additional reels.

65. (Previously Presented) The gaming apparatus of claim 37, further comprising one or more additional reels.

66. (Previously Presented) The gaming apparatus of claim 27, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

67. (Previously Presented) The gaming apparatus of claim 33, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

68. (Previously Presented) The gaming apparatus of claim 37, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

69. (Currently Amended) The gaming apparatus of claim 27, wherein the controller is further programmed to change the ~~indicia~~ indicia displayed on the flexible display prior to

initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

70. (Currently Amended) The gaming apparatus of claim 33, wherein the controller is further programmed to change the indicium indicia displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

71. (Currently Amended) The gaming apparatus of claim 37, wherein the controller is further programmed to change the indicium indicia displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

72. (Currently Amended) A gaming apparatus comprising:  
a housing;  
a value-input device for receiving a medium of value;  
an input device for receiving a wager;  
a reel rotatable about an axis, the reel comprising;  
    a support mechanism having a outer circumferential region;  
    a display mounted on said outer circumferential region of said support mechanism, said display substantially conforming to a curvature of the outer circumferential region, said display comprising a panel having a plurality of addressable pixels portions, each portion configured to display indicia, wherein ~~the display is operable to display an indicium comprising a pattern using the plurality of addressable pixels and wherein~~ said display is operable to rotate about the axis;  
    a controller comprising a processor and a memory operatively coupled to said processor; and  
    a display driver for controlling display of the indicia by the plurality of addressable pixels portions, ~~of said display operatively coupled to the controller wherein~~ the display driver ~~receives~~ receiving instructions from the controller related to displaying the indicium indicia; and  
    the controller operatively coupled to said value-input device, said input device, and said display driver, ~~said controller comprising a processor and a memory operatively coupled to said processor~~, ~~said controller being~~ programmed to i) determine an initial indicia to

display on the display, ii) instruct the display driver to display the initial indicia to the display, cause said indicium to be displayed on said display, iii) detect the medium of value is received via the input device, iv) after detecting the medium of value is received, determine game play indicia, said game play indicia different from said initial indicia, v) instruct the display driver to display the game play indicia to the display, vi) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, and vii) dynamically change the indicium indicia displayed on the display from game play indicia to game outcome indicia; iv) determine an initial indicia to display on the display, v) instruct the display driver to display the initial indicia to the display, vi) detect the medium of value is received via the input device, vii) after detecting the medium of value is received, determine game play indicia, said game play indicia different from said initial indicia and vi) instruct the display driver to display the game play indicia to the display.

73. (Previously Presented) The gaming apparatus of claim 72, wherein said display comprises one or more flexible components.

74. (Currently Amended) The gaming apparatus of claim 72, wherein said ~~flexible~~ display comprises a flexible liquid crystal display.

75. (Currently Amended) The gaming apparatus of claim 72 wherein said ~~flexible~~ display comprises a flexible light emitting diode display.

76. (Currently Amended) The gaming apparatus of claim 72, wherein ~~a portion of~~ the game play indicia are themed.

77. (Currently Amended) The gaming apparatus of claim 72 wherein said controller is further programmed to receive ~~from a remote device~~ programming instructions ~~or~~ information for changing the game play indicia available on the gaming apparatus.

78. (Previously Presented) The gaming apparatus of claim 72 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the display.

79. (Previously Presented) The gaming apparatus of claim 72, further comprising a motor for rotating the reel.

80. (Currently Amended) The gaming apparatus of claim ~~72~~ 79, wherein the controller is further programmed to control a spin of the reel using the motor.

81. (Previously Presented) The gaming apparatus of claim 72, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

82. (Previously Presented) The gaming apparatus of claim 72, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

83. (Currently Amended) The gaming apparatus of claim 72, wherein the ~~indictum~~ indicia is selected based upon a theme.

84. (Currently Amended) The gaming apparatus of claim ~~72~~ 83, wherein the theme is related to one or more of a particular casino, a ~~game played on the~~ gaming apparatus machine, a gaming area, and a game show a location or an event.

85. (Currently Amended) The gaming apparatus of claim 72, wherein the ~~indictum~~ indicia is selected based upon an amount of value received at the gaming apparatus.

86. (Previously Presented) The gaming apparatus of claim 72, further comprising one or more additional reels.